

FAX# 703-516-9680  
CREDIT RISK !!!  
HARRIS REPORT FROM REP  
\*\*CHANGES\*\*  
AUG31/12 16.02  
\*\*\* WFLA-TV \*\*\*

REP. #                      OFF. #                      SALESMAN #  
-----  
BUYER NAME BETSY VONDERHEID

BUYER NAME BETSY VONDERHEID  
SALES PRSN WA- MEGHAN MCGARR (H)

	CLASS:	NATL.	LOCAL	REGIONAL
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(10)

CITY TAX	STATE TAX	CO-OF BILLING NEEDED	DATE
			AUG31/12
			16.02

\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
VERN BUCHANAN FOR CONGRESS

3

AGENCY ADVERTISER CODE = 23	AGENCY EST# = 131
AGENCY PRODUCT CODE = 48	

[illegible]

PROGRAM : DAYS OF OUR LIVES  
RA35+ : 1.1  
CON COM1: DAYS OF OUR LIVES

	2	3	4	5	6	7	8	9	0
1000A-1100A	30	\$80.00	9/18	9/21	0	TU..F			0

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PROGRAM : DAYTIME
RA35+ : 1.8
CON COM1: DAYTIME
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REP HEADLINE# 6102037 TEL# B:120014  
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-8292 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP AUG31/12 16.02  
\*\*\*CHANGES\*\*\* \*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3	S		1130P-1230A PROGRAM : TONIGHT SHOW RA35+ : 2.0 CON COM1 : TONIGHT SHOW	30		\$325.00	9/18	9/21	0		TU-F	0
4	S		1100A-1200N PROGRAM : NEWS RA35+ : 0.4 CON COM1 : NEWS	30		\$80.00	9/18	9/21	0		TU-F	0
5	S		1200N-100P PROGRAM : TODAY 3 RA35+ : 0.5 CON COM1 : TODAY 3	30		\$100.00	9/18	9/21	0		TU-F	0
6	S		200P-300P PROGRAM : RACHEL RAY RA35+ : 1.1 CON COM1 : RACHEL RAY	30		\$125.00	9/18	9/21	0		TU-F	0
7	S		300P-400P PROGRAM : DOCTORS RA35+ : 1.3 CON COM1 : DOCTORS	30		\$225.00	9/18	9/21	0		TU-F	0
8	S		400P-500P PROGRAM : DR. OZ RA35+ : 2.6 CON COM1 : DR. OZ	30		\$300.00	9/18	9/21	0		TU-F	0
9	S		500P-530P PROGRAM : NEWS RA35+ : 2.4 CON COM1 : NEWS	30		\$450.00	9/18	9/21	0		TU-F	0
10	S		530P-600P PROGRAM : NEWS RA35+ : 2.8 CON COM1 : NEWS	30		\$450.00	9/18	9/21	0		TU-F	0

FAX# 703-516-9680  
CREDIT RISK !!!  
HARRIS REPORT FROM REP  
AUG31/12 16.02  
\*\*\* WFLA-TV \*\*\*  
\*\*CHANCES\*\*

LINE#	REP	LOC	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
11			PROGRAM : NEWS RA35+ : 7.3 CON COM1 : NEWS	30		\$600.00	9/18	9/21	0		TU-F	0
12			PROGRAM : 600A-700A RA35+ : 1.8 CON COM1 : AM NEWS	30		\$325.00	9/18	9/21	0		TU-F	0
13			PROGRAM : 700P-730P RA35+ : 4.2 CON COM1 : ET	30		\$500.00	9/18	9/21	0		TU-F	0
14			PROGRAM : 700A-900A RA35+ : 2.4 CON COM1 : TODAY SHOW	30		\$450.00	9/18	9/21	0		TU-F	0
15			PROGRAM : 730P-800P RA35+ : 3.4 CON COM1 : EXTRA	30		\$500.00	9/18	9/21	0		TU-F	0
16			PROGRAM : 900A-1000A RA35+ : 1.8 CON COM1 : TODAY SHOW 2	30		\$275.00	9/18	9/21	0		TU-F	0
17			PROGRAM : 800T-900P RA35+ : 3.6 CON COM1 : AGT	30		\$4,500.00	9/24	9/24	0		MON	0
18			PROGRAM : 1130P-100A RA35+ : 3.1 CON COM1 : SNL	30		\$600.00	9/22	9/22	0		SAT	0

FAX# 703-516-9680  
CREDIT RISK !!!  
HARRIS REPORT FROM REP  
AUG31/12 16.02  
\*\*\*CHANGES\*\*\*  
\*\*\* WFLA-TV \*\*\*

LINE#	REP	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
19	S	1200N-100P	30		\$75.00	9/22	9/22	0		SAT	0
PROGRAM : RA35+ : 0.8 CON COM1:											
20	S	600P-630P	30		\$350.00	9/22	9/22	0		SAT	0
PROGRAM : RA35+ : 3.6 CON COM1: NEWS											
21	S	700P-800P	30		\$325.00	9/22	9/22	0		SAT	0
PROGRAM : RA35+ : 3.6 CON COM1: ET											
22	S	700A-900A	30		\$250.00	9/22	9/22	0		SAT	0
PROGRAM : RA35+ : 2.0 CON COM1: SA TODAY											
23	S	900A-1000A	30		\$150.00	9/22	9/22	0		SAT	0
PROGRAM : RA35+ : 2.1 CON COM1:											
24	S	1200N-100P	30		\$75.00	9/23	9/23	0		SUN	0
PROGRAM : RA35+ : 0.5 CON COM1:											
25	S	600P-630P	30		\$375.00	9/23	9/23	0		SUN	0
PROGRAM : RA35+ : 3.6 CON COM1: NEWS											
26	S	800A-900A	30		\$250.00	9/23	9/23	0		SUN	0
PROGRAM : RA35+ : 1.8 CON COM1: SU TODAY											

FAX# 703-316-9680  
CREDIT RISK !!!  
HARRIS REPORT FROM REP AUG31/12 16.02  
\*\*CHANGES\*\* \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
27		S	800P-1100P	30		\$6,000.00	9/23	9/23	0		SUN	0
PROGRAM : NFL RA35+ : 11.0 CON COM1 : NFL												
28		S	900A-1000A	30		\$150.00	9/23	9/23	0		SUN	0
PROGRAM : RA35+ : 1.8 CON COM1 :												
29		S	1100P-1130P	30		\$625.00	9/18	9/23	0		TU-SU	0
PROGRAM : LATE NEWS RA35+ : 3.0 CON COM1 : LATE NEWS												
30		S	100P-200P	30		\$200.00	9/24	9/24	0		MON	0
PROGRAM : DAYS OF OUR LIVES RA35+ : 1.1 CON COM1 : DAYS OF OUR LIVES												
31		S	1000A-1100A	30		\$80.00	9/24	9/24	0		MON	0
PROGRAM : DAYTIME RA35+ : 1.8 CON COM1 : DAYTIME												
32		S	1130P-1230A	30		\$325.00	9/24	9/24	0		MON	0
PROGRAM : TONIGHT SHOW RA35+ : 2.0 CON COM1 : TONIGHT SHOW												
33		S	1100A-1200N	30		\$80.00	9/24	9/24	0		MON	0
PROGRAM : NEWS RA35+ : 0.4 CON COM1 : NEWS												
34		S	1200N-100P	30		\$100.00	9/24	9/24	0		MON	0
PROGRAM : TODAY 3 RA35+ : 0.5 CON COM1 : TODAY 3												

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

AUG31/12 16.02  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
35	S		200P-300P PROGRAM : RACHEL RAY RA35+ : 1.1 CON COM1: RACHEL RAY	30		\$125.00	9/24	9/24	0		MON	0
36	S		300P-400P PROGRAM : DOCTORS RA35+ : 1.3 CON COM1: DOCTORS	30		\$225.00	9/24	9/24	0		MON	0
37	S		400P-500P PROGRAM : DR OZ RA35+ : 2.6 CON COM1: DR OZ	30		\$300.00	9/24	9/24	0		MON	0
38	S		500P-530P PROGRAM : NEWS RA35+ : 2.4 CON COM1: NEWS	30		\$450.00	9/24	9/24	0		MON	0
39	S		530P-600P PROGRAM : NEWS RA35+ : 2.8 CON COM1: NEWS	30		\$450.00	9/24	9/24	0		MON	0
40	S		600P-630P PROGRAM : NEWS RA35+ : 5.3 CON COM1: NEWS	30		\$600.00	9/24	9/24	0		MON	0
41	S		600A-700A PROGRAM : AM NEWS RA35+ : 1.8 CON COM1: AM NEWS	30		\$325.00	9/24	9/24	0		MON	0
42	S		700P-730P PROGRAM : ET RA35+ : 4.2 CON COM1: ET	30		\$500.00	9/24	9/24	0		MON	0

REP HEADLINE# 6100037 TRF# E:120614  
 \$\$\$ NOCH# 01 UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM RHP AUG31/12 16.02  
 \*\*CHANGES\*\* \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
43	S		700A-900A	30		\$450.00	9/24	9/24	0		MON	0
PROGRAM : TODAY SHOW												
RA35+ : 2.4												
CON COM1: TODAY SHOW												
44	S		730P-800P	30		\$500.00	9/24	9/24	0		MON	0
PROGRAM : EXTRA												
RA35+ : 3.4												
CON COM1: EXTRA												
45	S		900A-1000A	30		\$275.00	9/24	9/24	0		MON	0
PROGRAM : TODAY SHOW2												
RA35+ : 1.8												
CON COM1: TODAY SHOW2												
46	S		1100P-1130P	30		\$625.00	9/24	9/24	0		MON	0
PROGRAM : LATE NEWS												
RA35+ : 3.0												
CON COM1: LATE NEWS												

SEP/12 \$ .00 CONTRACT TOTAL \$ .00  
 TOTAL SPOTS 0

MARKET TOTALS \$0 WFLA 0% WFTS 0% WTSP 0% WTVT 0% WTOG 0% WTTA 0% WMOR 0%  
 WMOX 0% WXPX 0% WWSB 0% CABL 0%

ORDER CANCELED

SVC- NSI BOOKS- MAY/08 NOV/07  
 DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

Srcc Media  
201 North Union Street  
Suite 200  
Alexandria VA 22314

Vern Buchanan/ R/ Congress/ FL  
Submission Number 758 Issue 3



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Vern Buchanan/ R/ Congress/ FL	Submission Cost:	0	Campaign Ref:	E:120614012
Buyer:		Client/Product/Estimate:	23 / 48 / 131	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/17/12 to 09/30/12	Weeks:	2	Order Ref:	06162037
Est./PO Number:	06162037	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Vern Buchanan 4 Cong	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type		09/17	09/24	Total	Cost
2	M-F 10a Daytime TWTF..	06		30 Comme	Nbr of Spots Closed PR	8		8	
3	M-F 1135p ET / 1035p CT Tonight Show TWTF..	06		30 Comme	Nbr of Spots Closed PR	1		1	
4	M-F 11a News TWTF..	06		30 Comme	Nbr of Spots Closed PR	8		8	
12	M-F 6a News TWTF..	06		30 Comme	Nbr of Spots Closed PR	2		2	
13	M-F 7p Entertainment Tonight TWTF..	06		30 Comme	Nbr of Spots Closed PR	4		4	
15	M-F 730p Extra TWTF..	06		30 Comme	Nbr of Spots Closed PR	4		4	
31	M-F 10a Daytime M.....	06		30 Comme	Nbr of Spots Closed PR	2		2	
32	M-F 1135p ET / 1035p CT Tonight	06		30	Nbr of Spots				
Weekly Totals: Total Spots(Ord Spots)						27	7	34	
Closed PR									



Srcp Media  
201 North Union Street  
Suite 200  
Alexandria VA 22314

Vern Buchanan/ R/ Congress/ FL  
Submission Number 758 Issue 3



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Vern Buchanan/ R/ Congress/ FL	Submission Cost:	0	Campaign Ref:	E:120614012
Buyer:	FL	Client/Product/Estimate:	23 / 48 / 131	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/17/12 to 09/30/12	Weeks:	2	Order Ref:	06162037
Est./PO Number:	06162037	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/17	09/24	Total	Cost
33	M-F 11a News M.....	06		Comme 30	Closed PR Nbr of Spots	1	1	
42	M-F 7p Entertainment Tonight M.....	06		Comme 30	Closed PR Nbr of Spots	1	1	
44	M-F 730p Extra M.....	06		Comme 30	Closed PR Nbr of Spots	1	1	
Weekly Totals: Total Spots(Ord Spots)					27	7	34	
Closed PR								

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
2	M-F 10a Daytime	:30 Commercial	09/17/12	Closed Pre Emption	640.00	No Makegood / Credit	0000000000	E:120614012
3	M-F 1135p ET / 1035p CT Tonight Show	:30 Commercial	09/17/12	Closed Pre Emption	325.00	No Makegood / Credit	0000000000	E:120614012
4	M-F 11a News	:30 Commercial	09/17/12	Closed Pre Emption	640.00	No Makegood / Credit	0000000000	E:120614012
12	M-F 6a News	:30 Commercial	09/17/12	Closed Pre Emption	650.00	No Makegood / Credit	0000000000	E:120614012
13	M-F 7p Entertainment Tonight	:30 Commercial	09/17/12	Closed Pre Emption	0.00	09/18, 09/24	0000167914	E:120614012
15	M-F 730p Extra	:30 Commercial	09/17/12	Closed Pre Emption	2,000.00	No Makegood / Credit	0000000000	E:120614012
31	M-F 10a Daytime	:30 Commercial	09/24/12	Closed Pre Emption	160.00	No Makegood / Credit	0000000000	E:120614012
32	M-F 1135p ET / 1035p CT Tonight Show	:30 Commercial	09/24/12	Closed Pre Emption	325.00	No Makegood / Credit	0000000000	E:120614012
33	M-F 11a News	:30 Commercial	09/24/12	Closed Pre Emption	160.00	No Makegood / Credit	0000000000	E:120614012
42	M-F 7p Entertainment Tonight	:30 Commercial	09/24/12	Closed Pre Emption	0.00	09/18, 09/24	0000167914	E:120614012

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
44	M-F 730p Extra	:30 Commercial	09/24/12	Closed Pre Emption	\$90.00	No Makegood / Credit	0000000000	E-120614012

				Grand Totals				
				Totals		Month 9 Weeks: 5		
						09/17	09/24	
Spots						0	0	0
Cost						0	0	0

Grand Totals:

Spots:	0
Gross Total:	0.00
Commission:	0.00
Net Total:	0.00

ADV # \_\_\_\_\_ ADV. NAME POLI/V BUCHANAN/R/CON/PI, REP. # \_\_\_\_\_ OFF. # \_\_\_\_\_ SALESMAN # \_\_\_\_\_  
 AGY # \_\_\_\_\_ AGY. NAME SRCP MEDIA, INC. BUYER NAME BETSY VONDERHEID

201 N. UNION STREET, SUITE 200  
 ALEXANDRIA, VA 22314  
 SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # \_\_\_\_\_ CONTRACT # 6162037 CLASS: NATL. LOCAL REGIONAL

PRDCT VERN BUCHANAN 4 CONG EST#131 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP18/12 SEP24/12 WK-1

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE MAY31/12 12.17

REP: NEW ORDER  
 TTL \$54,775 @155X  
 PLEASE CONFIRM  
 THANKS SHOSHANA FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
 VERN BUCHANAN FOR CONGRESS

444: \$305

07/14

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
1			100P-200P	30		\$200.00	9/18	9/21	4		TU-F	4
AGENCY ADVERTISER CODE = 23 AGENCY PRODUCT CODE = 48 AGENCY EST# = 131												
PROGRAM : DAYS OF OUR LIVES RA35+ : 1.1 CON COM1: DAYS OF OUR LIVES												
2			1000A-1100A	30		\$80.00	9/18	9/21	8		TU-F	8
PROGRAM : DAYTIME RA35+ : 1.8 CON COM1: DAYTIME												

MAY 31/12 12.1  
\*\*\* WFLA-TV \*\*\*

LINE#	KEP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			1130P-1230A PROGRAM : TONIGHT SHOW RA35+ : 2.0 CON COM1: TONIGHT SHOW	30		\$325.00	9/18	9/21	8		TU-F	8
4			1100A-1200N PROGRAM : NEWS RA35+ : 0.4 CON COM1: NEWS	30		\$80.00	9/18	9/21	8		TU-F	8
5			1200N-100P PROGRAM : TODAY 3 RA35+ : 0.5 CON COM1: TODAY 3	30		\$100.00	9/18	9/21	8		TU-F	8
6			200P-300P PROGRAM : RACHEL RAY RA35+ : 1.1 CON COM1: RACHEL RAY	30		\$125.00	9/18	9/21	8		TU-F	8
7			300P-400P PROGRAM : DOCTORS RA35+ : 1.3 CON COM1: DOCTORS	30		\$225.00	9/18	9/21	8		TU-F	8
8			400P-500P PROGRAM : DR. OZ RA35+ : 2.6 CON COM1: DR. OZ	30		\$300.00	9/18	9/21	8		TU-F	8
9			500P-530P PROGRAM : NEWS RA35+ : 2.4 CON COM1: NEWS	30		\$450.00	9/18	9/21	4		TU-F	4
10			530P-600P PROGRAM : NEWS RA35+ : 2.8 CON COM1: NEWS	30		\$450.00	9/18	9/21	4		TU-F	4

MAY 31/12 12.1

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
11			600P-630P PROGRAM : NEWS RA35+ : 5.3 CON COM1: NEWS	30		\$600.00	9/18	9/21	4		TU-F	4
12			600A-700A PROGRAM : AM NEWS RA35+ : 1.8 CON COM1: AM NEWS	30		\$325.00	9/18	9/21	8		TU-F	8
13			700P-730P PROGRAM : ET RA35+ : 4.2 CON COM1: ET	30		\$500.00	9/18	9/21	4		TU-F	4
14			700A-900A PROGRAM : TODAY SHOW RA35+ : 2.4 CON COM1: TODAY SHOW	30		\$450.00	9/18	9/21	8		TU-F	8
15			730P-800P PROGRAM : EXTRA RA35+ : 3.4 CON COM1: EXTRA	30		\$500.00	9/18	9/21	4		TU-F	4
16			900A-1000A PROGRAM : TODAY SHOW 2 RA35+ : 1.8 CON COM1: TODAY SHOW 2	30		\$275.00	9/18	9/21	8		TU-F	8
17			800P-900P PROGRAM : AGT RA35+ : 8.6 CON COM1: AGT <i>PAIDMA Vice</i>	30		\$4,500.00	9/24	9/24	1		MON	1
18			1130P-100A PROGRAM : SNL RA35+ : 3.1 CON COM1: SNL	30		\$600.00	9/22	9/22	1		SAT	1

REP HEADLINE# C162037  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

MAY31/12 12.1  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
19			1200N-100P	30		\$75.00	9/22	9/22	2		SAT	2
	PROGRAM :											
	RA35+ :		0.8									
	CON COM1 :											
20			600P-630P	30		\$350.00	9/22	9/22	1		SAT	1
	PROGRAM :		NEWS									
	RA35+ :		3.6									
	CON COM1 :		NEWS									
21			700P-800P	30		\$325.00	9/22	9/22	1		SAT	1
	PROGRAM :		ET									
	RA35+ :		3.6									
	CON COM1 :		ET									
22			700A-900A	30		\$250.00	9/22	9/22	2		SAT	2
	PROGRAM :		SA TODAY									
	RA35+ :		2.0									
	CON COM1 :		SA TODAY									
23			900A-1000A	30		\$150.00	9/22	9/22	2		SAT	2
	PROGRAM :											
	RA35+ :		2.1									
	CON COM1 :											
24			1200N-100P	30		\$75.00	9/23	9/23	2		SUN	2
	PROGRAM :											
	RA35+ :		0.5									
	CON COM1 :											
25			600P-630P	30		\$375.00	9/23	9/23	1		SUN	1
	PROGRAM :		NEWS									
	RA35+ :		3.6									
	CON COM1 :		NEWS									
26			800A-900A	30		\$250.00	9/23	9/23	2		SUN	2
	PROGRAM :		SU TODAY									
	RA35+ :		1.8									
	CON COM1 :		SU TODAY									

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REP HEADLINE# 6162037  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

MAY31/12 12.1  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
27			830P-1100P	30		\$6,000.00	9/23	9/23	1		SUN	1
PROGRAM : NFL												
RA35+ : 11.6												
CON COM1: NFL												
28			900A-1000A	30		\$150.00	9/23	9/23	2		SUN	2
PROGRAM :												
RA35+ : 1.8												
CON COM1:												
29			1100P-1130P	30		\$625.00	9/18	9/23	6		TU-SU	6
PROGRAM : LATE NEWS												
RA35+ : 3.0												
CON COM1: LATE NEWS												
30			100P-200P	30		\$200.00	9/24	9/24	1		MON	1
PROGRAM : DAYS OF OUR LIVES												
RA35+ : 1.1												
CON COM1: DAYS OF OUR LIVES												
31			1000A-1100A	30		\$80.00	9/24	9/24	2		MON	2
PROGRAM : DAYTIME												
RA35+ : 1.8												
CON COM1: DAYTIME												
32			1130P-1230A	30		\$325.00	9/24	9/24	2		MON	2
PROGRAM : TONIGHT SHOW												
RA35+ : 2.0												
CON COM1: TONIGHT SHOW												
33			1100A-1200N	30		\$80.00	9/24	9/24	2		MON	2
PROGRAM : NEWS												
RA35+ : 0.4												
CON COM1: NEWS												
34			1200N-100P	30		\$100.00	9/24	9/24	2		MON	2
PROGRAM : TODAY 3												
RA35+ : 0.5												
CON COM1: TODAY 3												

ix SUN-M after football

REP HEADLINE# 61C2037  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP

MAY31/12 12.1  
\*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
35			200P-300P PROGRAM : RACHEL RAY RA35+ : 1.1 CON COM1: RACHEL RAY	30		\$125.00	9/24	9/24	2		MON	2
36			300P-400P PROGRAM : DOCTORS RA35+ : 1.3 CON COM1: DOCTORS	30		\$225.00	9/24	9/24	2		MON	2
37			400P-500P PROGRAM : DR OZ RA35+ : 2.6 CON COM1: DR OZ	30		\$300.00	9/24	9/24	2		MON	2
38			500P-530P PROGRAM : NEWS RA35+ : 2.4 CON COM1: NEWS	30		\$450.00	9/24	9/24	1		MON	1
39			530P-600P PROGRAM : NEWS RA35+ : 2.8 CON COM1: NEWS	30		\$450.00	9/24	9/24	1		MON	1
40			600P-630P PROGRAM : NEWS RA35+ : 5.3 CON COM1: NEWS	30		\$600.00	9/24	9/24	1		MON	1
41			600A-700A PROGRAM : AM NEWS RA35+ : 1.8 CON COM1: AM NEWS	30		\$325.00	9/24	9/24	2		MON	2
42			700P-730P PROGRAM : ET RA35+ : 4.2 CON COM1: ET	30		\$500.00	9/24	9/24	1		MON	1



REP HEADLINE# 6162037  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 MAY31/12 12.1  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
43			700A-900A	30		\$450.00	9/24	9/24	2		MON	2
PROGRAM : TODAY SHOW												
RA35+ : 2.4												
CON COM1: TODAY SHOW												
44			730P-800P	30		\$500.00	9/24	9/24	1		MON	1
PROGRAM : EXTRA												
RA35+ : 3.4												
CON COM1: EXTRA												
45			900A-1000A	30		\$275.00	9/24	9/24	2		MON	2
PROGRAM : TODAY SHOW2												
RA35+ : 1.8												
CON COM1: TODAY SHOW2												
46			1100P-1130P	30		\$625.00	9/24	9/24	1		MON	1
PROGRAM : LATE NEWS												
RA35+ : 3.0												
CON COM1: LATE NEWS												
SEP/12 54775.00											CONTRACT TOTAL 54775.00	
											TOTAL SPOTS 155	

MARKET TOTALS \$288,289 WFLA 19% WFTS 18% WTSP 13% WTVT 8% WTOG 0% WTTA 0% WMOR 0%  
 WMOX 0% WXPX 0% WWSB 42% CABL 0%

SHARES ESTIMATED. WILL UPDATE WHEN ALL COMPETITIVE IS RECEIVED.

SVC- NSI BOOKS- MAY/08 NOV/07

DEMOS- RA35+\*

**Srpd Media**  
201 North Union Street  
Suite 200  
Alexandria VA 22314

**Vern Buchanan/ R/ Congress/ FL**  
Submission Number 625 Issue 1



**WFLA-TV**

P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

**Original**

<b>Client:</b>	Vern Buchanan/ R/ Congress/ FL	<b>Submission Cost:</b>	54450	<b>Campaign Ref:</b>	E:120614012
<b>Buyer:</b>		<b>Client/Product/Estimate:</b>	23 /48 /131	<b>Sales Rep:</b>	HRP Washington, DC
<b>Schedule Dates:</b>	09/17/12 to 09/30/12	<b>Weeks:</b>	2	<b>Order Ref:</b>	06162037
<b>Est./PO Number:</b>	06162037	<b>Contract type:</b>	Political	<b>Business Type:</b>	POLITICAL
				<b>Business Category:</b>	Transactional

<b>Product:</b>	Vern Buchanan 4 Cong	<b>Booking Group:</b>	WFLA	<b>Key Market:</b>	Tampa-St. Petersburg, FL	54450
<b>Demographic:</b>	(L) Household	<b>Order:</b>				

Ref	Sales Product Details	Rate	Spot Type		09/17	09/24	Total	Cost
1	M-F 1p Days Of Our Lives TWTF..	200	30 Comme	Nbr of Spots	4		4	800
2	M-F 10a Daytime TWTF..	80	30 Comme	Nbr of Spots	8		8	640
3	M-F 1135p ET / 1035p CT Tonight Show .TWTF..	325	30 Comme	Nbr of Spots	8		8	2600
4	M-F 11a News TWTF..	80	30 Comme	Nbr of Spots	8		8	640
5	M-F 12p Today Show III .TWTF..	100	30 Comme	Nbr of Spots	8		8	800
6	M-F 2p Rachael Ray .TWTF..	125	30 Comme	Nbr of Spots	8		8	1000
7	M-F 3p Doctors .TWTF..	225	30 Comme	Nbr of Spots	8		8	1800
8	M-F 4p Dr Oz	300	30 Comme	Nbr of Spots	8		8	2400
<b>Weekly Totals:</b>				<b>Total Spots(Ord Spots)</b>	126	28	154	

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Vern Buchanan/ R/ Congress/ FL  
Submission Number 625 Issue 1



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Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Vern Buchanan/ R/ Congress/ FL	Submission Cost:	54450	Campaign Ref:	E:120614012
Buyer:	FL	Client/Product/Estimate:	23 /48 /131	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/17/12 to 09/30/12	Weeks:	2	Order Ref:	06162037
Est./PO Number:	06162037	Contract type:	Political	Business Type:	POLITICAL
				Business Category:	Transactional

Ref	Sales Product Details	Rate	Spot Type	09/17	09/24	Total	Cost
9	M-F 5p News .TWTF..	450	30 Comme	Nbr of Spots	4	4	1800
10	M-F 530p News .TWTF..	450	30 Comme	Nbr of Spots	4	4	1800
11	M-F 6p News .TWTF..	600	30 Comme	Nbr of Spots	4	4	2400
12	M-F 6a News .TWTF..	325	30 Comme	Nbr of Spots	8	8	2600
13	M-F 7p Entertainment Tonight .TWTF..	500	30 Comme	Nbr of Spots	4	4	2000
14	M-F 7a Today Show .TWTF..	450	30 Comme	Nbr of Spots	8	8	3600
15	M-F 730p Extra .TWTF..	500	30 Comme	Nbr of Spots	4	4	2000
16	M-F 9a Today Show II .TWTF..	275	30 Comme	Nbr of Spots	8	8	2200
17	Mon 8-10p ET / 7-9p CT Voice M.....	4500	30 Comme	Nbr of Spots	1	1	4500
18	Sat 1130p ET / 1030p CT Saturday Night Live .....S.	600	30 Comme	Nbr of Spots	1	1	600
Weekly Totals: Total Spots(Ord Spots)				126	28	154	

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Submission Number 625 Issue 1



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Original

Client: Vern Buchanan/ R/ Congress/  
FL  
Buyer: ..  
Schedule Dates: 09/17/12 to 09/30/12  
Est./PO Number: 06162037

Submission Cost: 54450  
Client/Product/Estimate: 23 /48 /131  
Weeks: 2  
Contract type: Political

Campaign Ref: E:120614012  
Sales Rep: HRP Washington, DC  
Order Ref: 06162037  
Business Type: POLITICAL  
Business Category: Transactional

Ref	Sales Product Details	Rate	Spot Type	09/17	09/24	Total	Cost
19	Sat 12p News .....S.	75	30 Comme	Nbr of Spots	2	2	150
20	Sat 6p News .....S.	350	30 Comme	Nbr of Spots	1	1	350
21	Sat 7a Today Show .....S.	250	30 Comme	Nbr of Spots	2	2	500
22	Sat 9a News .....S.	150	30 Comme	Nbr of Spots	2	2	300
23	Sun 12p News .....S.	75	30 Comme	Nbr of Spots	2	2	150
24	Sun 6p News .....S.	375	30 Comme	Nbr of Spots	1	1	375
25	Sun 8a Today Show .....S.	250	30 Comme	Nbr of Spots	2	2	500
26	Sun 815p ET / 715p CT NBC Sunday Night Football .....S.	6000	30 Comme	Nbr of Spots	1	1	6000
27	Sun 9a News .....S.	150	30 Comme	Nbr of Spots	2	2	300
28	M-Su 11p News .TWTFS.	825	30 Comme	Nbr of Spots	5	5	3125
Weekly Totals: Total Spots(Ord Spots)				126	28	154	

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**Original**

<b>Client:</b> Vern Buchanan/ R/ Congress/ FL	<b>Submission Cost:</b> 54450	<b>Campaign Ref:</b> E:120614012
<b>Buyer:</b> FL	<b>Client/Product/Estimate:</b> 23 / 48 / 131	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 09/17/12 to 09/30/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06162037
<b>Est./PO Number:</b> 06162037	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rate	Spot Type	09/17	09/24	Total	Cost
29	M-Su Late News Late Run .....S	625	30 Comme	Nbr of Spots 1		1	625
30	M-F 1p Days Of Our Lives M.....	200	30 Comme	Nbr of Spots	1	1	200
31	M-F 10a Daytime M.....	80	30 Comme	Nbr of Spots	2	2	160
32	M-F 1135p ET / 1035p CT Tonight Show M.....	325	30 Comme	Nbr of Spots	2	2	650
33	M-F 11a News M.....	80	30 Comme	Nbr of Spots	2	2	160
34	M-F 12p Today Show III M.....	100	30 Comme	Nbr of Spots	2	2	200
35	M-F 2p Rachael Ray M.....	125	30 Comme	Nbr of Spots	2	2	250
36	M-F 3p Doctors M.....	225	30 Comme	Nbr of Spots	2	2	450
37	M-F 4p Dr Oz M.....	300	30 Comme	Nbr of Spots	2	2	600
38	M-F 5p News M.....	450	30 Comme	Nbr of Spots	1	1	450
39	M-F 530p News M.....	450	30 Comme	Nbr of Spots	1	1	450
<b>Weekly Totals: Total Spots(Ord Spots)</b>				126	28	154	

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 Tampa, FL 33601

**PHONE (813) 228-8888**

**Original**

**Client:** Vern Buchanan/ R/ Congress/ FL  
**Buyer:** FL  
**Schedule Dates:** 09/17/12 to 09/30/12  
**Est./PO Number:** 06162037

**Submission Cost:** 54450  
**Client/Product/Estimate:** 23 / 48 / 131  
**Weeks:** 2  
**Contract type:** Political

**Campaign Ref:** E:120614012  
**Sales Rep:** HRP Washington, DC  
**Order Ref:** 06162037  
**Business Type:** POLITICAL  
**Business Category:** Transactional

Ref	Sales Product Details	Rate	Spot Type	09/17	09/24	Total	Cost
40	M-F 6p News M.....	600	30 Comme		1	1	600
41	M-F 6a News M.....	325	30 Comme		2	2	650
42	M-F 7p Entertainment Tonight M.....	500	30 Comme		1	1	500
43	M-F 7a Today Show M.....	450	30 Comme		2	2	900
44	M-F 730p Extra M.....	500	30 Comme		1	1	500
45	M-F 9a Today Show II M.....	275	30 Comme		2	2	550
46	M-Su 11p News M.....	625	30 Comme		1	1	625
<b>Weekly Totals: Total Spots (Ord Spots)</b>				126	28	154	

Grand Totals			
	09/17	Month 9 Weeks: 5	09/24
<b>Totals</b>	154	126	28
Spots	154	126	28
Cost	54450	42055	12395

Grand Totals:

<u>Spots:</u>		<u>154</u>
<u>Gross Total:</u>		<u>54,450.00</u>
<u>Commission:</u>		<u>8,167.50</u>
<u>Net Total:</u>		<u>46,282.50</u>